



## Stavroula Kogka

Performance Marketing Manager

Google Ads Instructor @ Knowcrunch



Our purpose is to give SMEs the chance to advertise themselves as big brands by combining **brand awareness** and **increase of sales**

# How offline conversion tracking leads to effective optimization and business growth

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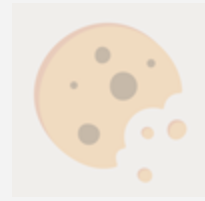
OCT  
The lead-to-sales journey

# The gap between online leads and actual offline sales



# What is the OCT SIP?

An external **Self-service Implementation Platform** to guide and assist advertisers in **Offline Conversion Tracking (OCT)** and conversion value implementation.



**With OCT we're refining the quality of lead acquisition.**

**This results in:**

- 1.** Sustainable business growth
- 2.** The chance to develop holistic customer acquisition strategies
- 3.** Effective ROAS & CPA optimization

# Expected Impact

Businesses achieve a **20% increase in revenue** and **30% in cost efficiency** when integrating strategies with first party customer data

Integrating the lead-to-sale journey drives...



**+20%**

Incremental revenue



**+30%**

Cost efficiency

When integrating strategies  
with customer data across the whole lead journey.

# Our Case Study: modulus.gr

## Technical Implementation



Mapped the different lead statuses within modulus's CRM



We identified the closed deal conversion in client's CRM



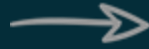
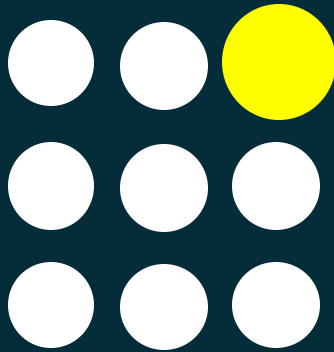
Proceeded to the implementation through GCLID where we matched the Google Ads user ID and sent it back to Google Ads



Exported conversions to an HTTP file and scheduled to be uploaded in Google Ads every other day

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## Campaign Implementation



Optimizing for **online form submissions**

**OCT experiment:**  
Optimizing for **imported offline closed deals**

We chose the best performing Search Campaign

Created a split budget experiment based on this campaign

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## Results

Cost per Actual Lead

**-24,5%**

decrease in Cost per Actual Lead

CPL of campaign that optimizes for online conversions	40,0€
CPL of experiment that optimizes for offline closed deals	30,2€

Return on Ad Spend

**+32,0%**

Increase in ROAS

ROAS when optimizing for online conversions	750%
ROAS when optimizing for offline closed deals	990%



# Thank you!



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